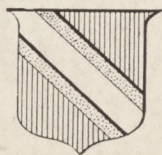


[Oct 1925]



PALOS VERDES ESTATES



CALIFORNIA



Greater Los Angeles, showing location of Palos Verdes. Note how surrounding cities have pressed up to Palos Verdes, leaving it the only great area of Los Angeles' coast line open to fine residential development.

PALOS VERDES ESTATES

PALOS VERDES — the new community at the southwest corner of the Los Angeles metropolitan area—lies on a peninsula of rolling hills, jutting out into the ocean toward Catalina and the channel islands, with more than twelve miles of seacoast, bays, inlets and stretches of glorious scenery. Sixteen thousand and four acres, or twenty-five square miles, is the extent of the property which the original Vanderlip Syndicate acquired in 1913, thus becoming the sixth owner in succession from the original grant of the King of Spain, more than one hundred years ago.

Of this property thirty-two hundred acres are now being developed by the Palos Verdes Trust, financed in comparatively small amounts by about five thousand participating owners, of whom some two thousand purchased home sites at reduced rates as underwriters. Further areas of this tract are to be developed along similar lines, which will follow the general town plan laid out for the whole city.

While cities and towns have grown up adjacent to this property, and concrete highways and trolley lines have skirted its edges, it has remained for a hundred years untouched, unspoiled—an ideal reservation for the creation of the premier residential community of America.

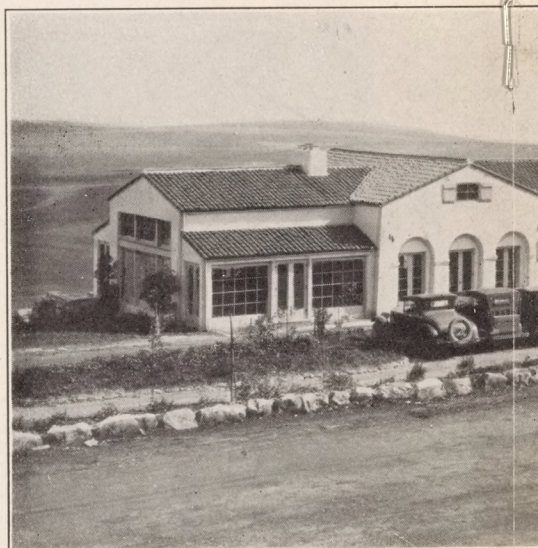
The first thirty-two hundred acres are laid out in four principal townsites: Malaga Cove, near Redondo—Lunada Bay, stretching for three miles southward along the coast—Valmonte, inland, on high ground overlooking the metropolitan district, the mountains and the sea—Miraleste, forming a high-class restricted neighborhood overlooking San Pedro and the great harbor district of Los Angeles.

Up to October 1, 1925 more than twenty-nine hundred homesites amounting to a sales total of seven and one-half million dollars had been disposed of in Palos Verdes out of the total thirty-two hundred acres listed at \$22,000,000.

Town Plans

Town plans include a layout for the entire sixteen thousand and four acres prepared under the direction of Jay Lawyer, General Manager Palos Verdes Project, Olmsted Bros., Landscape Architects, Charles H. Cheney, Consultant in City Planning, and a corps of architects, engineers and others, who completed a preliminary scheme for the selection of lots in March, 1923. The plans established the zoning of residential and the necessary small business districts, etc., for the whole area, the allocation of necessary school and playground sites, parks, golf courses, hotel sites, etc. Construction of the first thirty-two hundred acre unit is being carried out very closely along the lines of this original design.

While eventually a large industrial development may take place on the harbor side in the east end of the property, all of the first thirty-two hundred acre development is laid out to be the highest type of suburban residential district along the coast line, and within easy reach of the metropolitan center of Los Angeles.



THE PALOS VERDES

Zoning

Over 90% of all lots are restricted to one-family houses. Local business centers of a few lots each, surrounded by a small group of apartment and house court sites have been established as a matter of convenience, about two miles apart. Also, in a few compact blocks, necessary stores, garages and service stations are to be located. The number and kind of these buildings have been strictly limited—the project controlling architectural design in such a way as to make them distinctive and convenient, supplementing rather than detracting from, the fine residential neighborhood surroundings.



C. E. Howard, Architect

Schools and Playgrounds

Elementary school sites and playgrounds of about ten acres each have been established a mile apart for children under twelve, so that no small child need go more than one-half mile from any lot to the nearest school or playground. T h e

new Palos Verdes School District was voted \$85,000 in bonds on April 3, 1925 to construct the first school building at Malaga Cove. This is now being built.

For older children there are intermediate or junior high school sites every two miles apart, with playgrounds of about twenty acres each, with ball fields, tennis courts, etc. Senior high schools with juvenile and adult recreation grounds, stadium and community center facilities, totalling approximately forty acres each, will be located every four miles. Some 500

acres of neighborhood parks, the entire shore line for 4 2-3 miles (in the first 3200 acres) together with canyons, riding trails, golf course and other smaller



LA VENTA
INN

Pierpont and Walter S. Davis, Architects

parks have been permanently set aside, making some 800 acres of park areas in this first development.

Protective Restrictions

The entire property is most carefully protected by restrictions filed of record, covering each subdivision tract as approved by county officials, establishing residence and business zones. Designated also are building set-back lines, minimum cost of building, maximum and minimum heights of buildings, area of lot which may be covered, easements for utilities and many other features which will permanently maintain this as a distinctive home neighborhood by the sea.

Most important of all restrictions is that which sets up a permanent Art Jury, composed of three prominent architects, a city planner, three laymen and a representative of the property owners. This board must approve all plans for buildings, fences, walls, planting and other improvements. An endowment of \$300,000 has been provided for the Art Jury, to cover expenses and insure that its members will be able to give sufficient of their time to serve and advise all property owners without charge for reviewing their plans.

To maintain the planting, parks, street lights and other improvements, the Palos Verdes Homes Association has been incorporated. This is a permanent

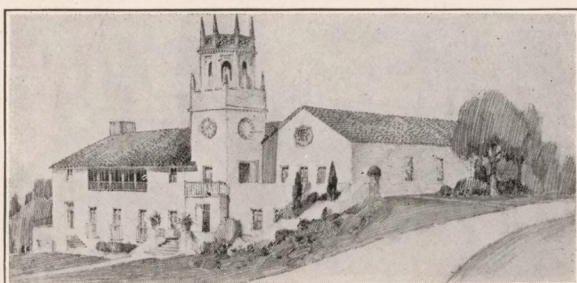
association of property owners, in which every building site has a vote. The Association has the power to interpret and enforce all restrictions, and collect the annual maintenance tax (at a rate never more than the city tax rate of the old city of Los Angeles) for the upkeep of the property and for the general benefit of all property owners. Palos Verdes lies outside the Los Angeles city limits and therefore such an organization is necessary.

To this Association has been deeded the titles to the shorelands, golf course and other parks. It will act as a permanent organizing force for community activities—helping promote riding and fishing clubs and organize pageants and other worth while community functions.

No billboards or general advertising signs can be erected anywhere in Palos Verdes. The few store and business signs necessary must meet with the approval of the Art Jury.

All restrictions are in force until 1960 with automatic extension thereafter in 20-year periods, unless modified or changed by a majority vote of the property owners of that period. However, an important feature of these restrictions is that they may be modified locally as to zoning, set-backs, etc., with the approval

THE
MALAGA
COVE
SCHOOL



Allison and Allison, Architects

of the owners of two-thirds in area within three hundred feet of the proposed change, and of the Homes Association.

Construction

Construction in Palos Verdes commenced in April, 1923, and during the past two years nearly three million dollars have been spent on roads, installation of water mains, gas and telephone service.

The water supply comes from wells in the same area from which the city of Los Angeles secures water for the whole harbor district. The Palos Verdes Water Company has developed water enough to take care of a population of 30,000, in addition to park and golf course requirements. A fourteen-inch pipe line has been constructed through Valmonte and Malaga Cove and will shortly be extended to Lunada Bay. Water service for Miraleste has already been installed.

Palos Verdes today is teeming with activity. La Venta, a Spanish roadside inn, has been built on a height overlooking Malaga Cove, providing a center for social activities. The Golf Clubhouse, with its ladies' lounge and sun room, men's grill room, locker room and showers, has proven to be a very attractive feature of the community life. A riding academy has also been built, with several miles of bridle trails.

The first arcaded business building in Malaga Cove Plaza has been completed and is now in use by the Post Office, offices and stores. More than \$400,000 of building permits for houses, etc., were issued between Nov. 1, 1924 and Oct. 1, 1925.

Palos Verdes is building for permanency; it is building steadily and soundly, following the plans and practical ideals of America's foremost engineers, city planners and architects.

To reach Palos Verdes Estates: From Los Angeles drive south on Western Avenue, thence west via any highway leading to Redondo. Follow the Esplanade south to its end, thence southward into Palos Verdes.

PALOS VERDES ESTATES

501 Lane Mtg. Bldg.
Los Angeles
Calif.

75 Malaga Cove Plaza
Palos Verdes Estates
Calif.

Edition of October, 1925